

FELLOWSHIP PROGRAM:		
TIME SCHEDULE	SUPPLIES/MATERIALS	LOGISTICS REQUIRED
DATE: PERSON RESPONSIBLE:	QTY COST 1. 2. 3. 4. 5.	COST 1. 2. 3. 4. 5.
DATE: PERSON RESPONSIBLE:	QTY COST 1. 2. 3. 4. 5.	COST 1. 2. 3. 4. 5.
DATE: PERSON RESPONSIBLE:	QTY COST 1. 2. 3. 4. 5.	COST 1. 2. 3. 4. 5.
DATE: PERSON RESPONSIBLE:	QTY COST 1. 2. 3. 4. 5.	COST 1. 2. 3. 4. 5.
COMMENTS: (Include chaplain's wants, needs, expectations, and total cost of program.)		
FEEDBACK ON SCHEDULING	FEEDBACK ON SUPPLIES/MATERIALS	FEEDBACK ON LOGISTICS REQUIRED
HISTORIC INFORMATION AND LESSONS LEARNED:		

**Figure 2-12.—Diagramming for a fellowship program plan.**

## **RIGGING AND UNRIGGING FOR FELLOWSHIP ACTIVITIES**

In planning for the rigging and unrigging for fellowship activities, you must consider the logistics required. By developing rigging and unrigging programs and planning for these tasks, you will maximize the usefulness of these tasks. You will also improve fellowship activity performance based on past experiences. By reviewing your RMF's documentation on past experiences, such as recorded comments and feedback in all areas, and passing down this type of information from previous activities, you may be able

to ease the inherent strain associated with rigging and unrigging.

## **RECRUITING, TRAINING, AND SUPERVISING VOLUNTEERS**

Recruiting, training, and supervising fellowship volunteers must be a part of the larger RMF volunteer program. This will be covered in detail in the next chapter, "Religious Education."

The quality of recruiting, training, and supervising volunteers will be a tool you and your chaplain can use to determine the effectiveness of many of your RMF's programs. This is particularly true in fellowship

programs. No volunteer program, however well planned, developed, and installed, will be successful unless it has the active support and participation of command chaplains. A rubber-stamp approval is not sufficient. Chaplains must understand the purpose of the volunteer program, how it functions, and the necessity for the program, and they must believe that the results of a comprehensive volunteer program will be for the betterment of the entire community.

## **OUTREACH**

Outreach programs are elements and patterns of progressive religious marketing. Outreach programs develop from research based on the needs of the community. While the worship, religious education, pastoral care and counseling, fellowship, and other functions of the RMF will stand on their own, chaplains and command religious programs (CRPs) will set up outreach programs to supplement their efforts to provide quality programs that will enhance the lives of those they serve.

Unlike the other religious programs, outreach programs are basically time-oriented programs; that is, they are presented at given intervals and will usually have a known beginning and ending date. An outreach program can be thought of as an extended hand, a planned preventive maintenance plan, or even a form of preventive medicine. Consider the meaning of outreach programs as delineated in the following quotation:

“As chaplains in a pluralistic sea service environment, we need to interpret outreach in the broadest possible terms. Outreach has many facets and meanings. Outreach is spiritual renewal; it is healing; it is genuine care-giving; it is community service; it is having an influence on command and community.

We have a great opportunity to reach out to sea service members and their families. To understand and meet the spiritual needs of our people, we must listen to them, expand our vision of the future, and try new paradgms to touch the lives of those entrusted to our care.”

Rear Admiral David E. White  
Chief of Chaplains

As outreach programs become increasingly market oriented, most RMFs will tend to set up programs that focus on meeting the needs of particular persons or groups. Most outreach programs are geared to a

particular public, such as children, youth groups, single parents, married persons, the aged, or to entire communities, such as the homeless, poor, and orphans. Outreach is used when each of these groups is suitably set apart from the others and is believably large enough to support special, structured care.

The integration of outreach programs into a CRP starts with a state of the mind on the part of the chaplains and RPs. In these programs, the chaplains and RPs will make the recipients the constant focal point for all basic planning and decision making.

As an RP, you should treat each outreach program as if it were a marketing business. To do this, you must be market oriented. In planning any outreach program, take the following steps:

1. Determine your objectives.
2. Research the need.
3. Look into similar programs by others, both military and civilian.
4. Establish guiding policies.
5. Prepare by diagraming productions.
6. Prepare budgets and financial considerations, involving advertising and promotion, product development, research, and the like.
7. Evaluate performance.

Let's take a brief look at each of these steps.

## **OBJECTIVES**

In planning your CRP's outreach program, begin with a team spirit and set broad objectives. First, define your customers' needs. Next, look at existing or similar programs. After you examine these programs, establish the techniques and procedures that will work best for you. Remember to weigh the economic factors, the service factors, and the product factors.

## **RESEARCH**

The fundamentals of performing outreach marketing research are gathering, ordering, and evaluating the facts. The primary purpose of your research will be to solve or forestall problems. By performing research, you can increase the efficiency of your efforts by developing, selecting, and improving on the most effective program and marketing methods. In developing your outreach research methods, you must understand the problem to be researched, establish

specific objectives, develop a research plan, choose the proper sample, determine information needs, analyze the information gathered, develop conclusions and recommendations, and prepare the report to be presented to the commanding officer.

Immediately following your research, you should develop a strategy statement that includes the background, history, analysis of current and future situations, a statement of general objectives, policy elements, budgetable elements, research results, a financial summary, methods of review and evaluation, and a general summary. For any outreach program to be successful, you must follow your research with a comprehensive strategy statement of this sort.

With your well-defined objectives, sound research, and complete strategy statement, the chaplain or team can present the outreach program to the commanding officer for consideration. If the program is accepted, you will be ready to enter the next phases of your outreach program—developing a marketing plan and implementing your outreach program.

## **MARKETING**

The adoption of a marketing concept to achieve outreach programs can have a fundamental effect on every CRP. The results of a team-driven, well-planned, market-minded outreach program will be a tremendous improvement in the way outreach programs are received. As an RP, you may discover that an outreach program will require a great deal of your time and attention. You must also provide time and attention to the area we will discuss next—special events and programs.

## **SPECIAL EVENTS AND PROGRAMS**

There are occasions throughout the calendar year when special events and programs will occur. Special events may include both religious or civil events and programs and may be defined by national, local, or even command occurrences. Examples of national events are the National Prayer Breakfast; Dr. Martin Luther King, Jr. Day; Holocaust Days of Remembrance; and so forth. Local events may include charitable fund drives or burials at sea. Command occurrences may be memorial observances, picnics, or social events.

Some examples of your responsibilities for special events and programs may include diagraming your chaplain's support requirements for a special service and burial at sea, rigging and unrigging for a special service and burial at sea, advising personnel on CRP

events and programs, preparing bulletins for CRP events other than worship, and implementing plans for CRP activities. Your other important responsibilities will include documenting historical data, diagraming programs, retaining plans, and detailing evaluation results for future use.

## **GENERAL SUPPORT**

General support for your CRP, RMF, or chaplain will include several areas not specifically associated with the arena of worship. Some examples of general support may involve your duties and responsibilities for areas such as media centers, printing and publications, worship models, literature and periodicals, chaplain backing, and chaplain defense.

## **MEDIA CENTERS**

Your RMF's media center should include a variety of audiovisual tools. A broad selection of audiovisual tools can be and are used within all aspects of religious program support.

### **Audiovisual Tools and Media**

Audiovisual tools include projected audiovisuals, such as filmstrips, slides, motion pictures, videotapes, overhead transparencies, opaque materials, tapes, and recordings. All other audiovisuals are included in a group usually called nonprojected or direct viewing audiovisual tools. This category consists of bulletin boards, chalkboards, charts, clingboards, dioramas, flash cards, flat pictures, globes, maps, models, murals, objects (realia) and posters. Figure 2-13 provides examples of each of these tools.

The use of the word *media* — communication devices — refers to both types of audiovisuals and to printed materials as well. Remember, CRPS are in the communication business and chaplains are primarily teachers and leaders. As the chaplain's assistant, you should use audiovisuals for a variety of presentations because they enhance or focus concentration, teach soundly, make learning consistent, pace the showing, connect time as well as distance gaps, give alternate events, aid recall, increase participation, enlarge variety in presentations, deepen understanding, and make instruction more pleasing.

### **Audiovisual Equipment and Accessories**

To function, audiovisual equipment often requires different types of accessories. Charts or directions will

PROJECTED AUDIOVISUALS		NONPROJECTED AUDIOVISUALS	
FILMSTRIP	A strip of usually 35 millimeter film bearing photographs, diagrams, or graphic material for a still projector.	BULLETIN BOARD	A board for posting notices.
SLIDE	A photographic transparency on a small plate or film arranged for projection.	CHALKBOARD	Also known as a blackboard. A hard smooth usually dark surface used especially for writing or drawing on with chalk.
MOTION PICTURE	A series of pictures projected on a screen in rapid succession with objects shown in successive positions slightly changed as to produce the optical effect of a continuous picture in which the objects move. A motion picture may also be a representation, as of a story, by means of motion pictures—a movie.	CHART	A sheet of paper giving information in tabular form, in graphic form or in diagram form.
VIDEOTAPE	The magnetic tape used in a videotape recording. A videotape recorder is a device for making a videotape recording. A videotape recording is a recording of visual images and sound made on magnetic tape.	CLINGBOARD	A hanging board that objects and paper have the capability to adhere to as if glued firmly.
OVERHEAD TRANSPARENCY	An item used with an overhead projector for projecting onto a vertical screen magnified images of graphic material on a horizontal transparency illuminated from below.	DIORAMA	A scenic representation in which a partly translucent painting is seen from a distance through an opening; or a life-size exhibit of a specimen or scene with realistic natural surroundings and a painted background.
OPAQUE MATERIAL	A projector using reflected light for projecting art image of an opaque object or matter on an opaque support such as a photograph.	FLASH CARD	A card bearing words, numbers, or pictures that is briefly displayed usually as a learning aid.
RECORDING	The causing as in sound, visual images, or data to be registered on something such as a disk or magnetic tape in reproducible form; to record something.	FLAT PICTURE	A design, image, graphic, copy, reproduction, or representation made by various means (painting, drawing, or photography).

**Figure 2-13.—Media audiovisual devices.**

PROJECTED AUDIOVISUALS		NONPROJECTED AUDIOVISUALS	
TAPE	A narrow strip or band especially magnetic tape that produces a tape recording. Other item associated with tapes are tape deck tape player, and tape recorder.	GLOBE	Something spherical or rounded like a spherical representation of the earth, a celestial body, or the heavens.
		MAP	A representation usually on a flat surface of the whole or a part of an area; or something that represents with a clarity suggestive of a map.
		MURAL	Relating to, or resembling a wall; or a mural is a work of art as in a painting that may be applied to and made integral with a wall or ceiling surface.
		OBJECTS (REALIA)	Objects; that is, something material that may be perceived by the senses, or activities used to relate classroom teaching to the real life especially of peoples studied.
		POSTER	A bill or placard that is decorative or pictorial for posting often in a public place

**Figure 2-13.—Media audiovisual devices—Continued.**

sometimes be included in the operations manuals that come with certain types of equipment.

In operating audiovisual equipment, you should become familiar with the necessary accessories and charts. Some of the most familiar accessories and charts are as follows:

- **Batteries.** Generally alkaline or nickel-cadmium batteries are the best for audiovisual equipment. Rechargeable batteries cost more, but they last longer. Batteries come in a variety of sizes. Each is rated at 1 1/2 volts and can come in an assortment of different sizes, such as D, C, AA, and AAA.

- **Extension cords.** You should use as short a cord as possible, and you should use the right size wire. Always use a cord with a ground wire or adapter.

- **Lamps.** Projection lamps have many characteristics-length, width, shape, wattage, base configuration, filament, location, and reflectors, to name a few. All lamps are designated by a code of three alphabetical letters such as DAK and ELH, which is the information you will need to have when you must replace a lamp.

- **Lens, screens, and distances.** Projection distance is the distance from the projector to the screen. Lens length, given in inches, is written on the lens holder. Shorter lenses make larger images, and longer lenses

make smaller images. Figure 2-14 shows the distances three different projectors should be placed from a 70-inch screen in order for the image to fill the screen. Figure 2-15 provides additional information concerning lens length, projector distance from the screen, and screen size for several types of projectors.

- Patch cords. Sounds are transferred from one sound source to a recorder by means of a patch cord. This method does not pick up foreign noise as it would if a microphone were used. In a patch cord, the wire is shielded so that it has at least one conductor surrounded with insulation in the form of a braided wire shield.

**Duties and Responsibilities**

One of your responsibilities for your RMF’s media center will be to publicize that audiovisuals are available for use by authorized persons. An up-to-date RMF’s media center should have a variety of audiovisual materials and equipment in addition to the printed media.

**CARD CATALOG.**—Some of your duties may involve the maintenance and use of the card catalog. The card catalog, as shown in the following sample, will tell you if a specific item is available. It will also provide a number to tell you where to find it. Having a card catalog for your RMF’s audiovisual equipment and materials will help you maintain an inventory of the media center. In most media centers, green cards are used for audiovisuals to distinguish them from the white title

cards typically used for printed media. Notice the following sample:

E-7-B

CTR9118 EMERSON

AM/FM STEREO CASSETTE RECORDER

SERIAL NO. MC819964

C SIZE BATTERIES X 4

AC 120V 60Hz 8 WATTS

DC 6V UM-2

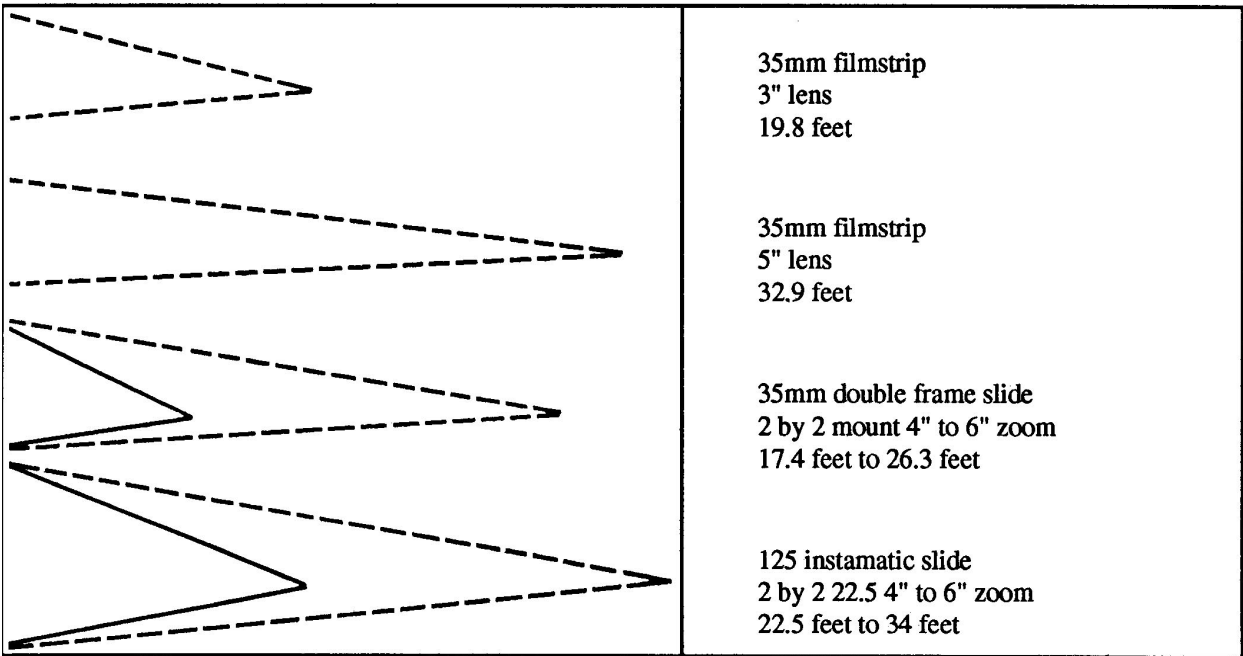
RMF MEDIA CENTER, QTY 4,

MEDIA EDUCATION

Source: Emerson Radio Corp., 1 Emerson Lane  
North Bergen, NJ 07047

Notice the number E-7-B in our sample. The notation E-7-B stands for a piece of equipment (E) that is maintained in area 7 and located in cabinet B. This number should also be placed on the equipment item itself. In your card catalog, all audiovisual devices and types of media should be labeled in this manner. The letter designations used for the various media are as follows:

- FS — Filmstrip
- RFS — Record
- R — Recording



**Figure 2-14.—Distances from a projection screen.**

16MM MOTION PICTURE																				
DISTANCE OF PROJECTOR FROM SCREEN																				
LENS FOCAL LENGTH	8'	10'	12'	15'	20'	25'	30'	35'	40'	45'	50'	60'	75'	100'	125'	150'				
	SIZE SCREEN NEEDED																			
3/4"	50"	5'	7'	8'	10'				BUY SQUARE SCREENS IN ALL SIZES											
1"	40"	50"	5'	70"	8'	10'	12'	14'												
1 1/2"			40"	50"	5'	7'	8'	9'	10"	12'	14'									
2"				40"	50"	5'	70"	7'	8'	9'	10'	12'	14'	20'	24'					
2 1/2"					40"	50"	5'	70"	7'	7'	8'	9'	12'	16'	20'	24'				
3"						40"	50"	5'	5'	70"	7'	8'	10'	14'	16'	20'				
3 1/2"							40"	50"	5'	5'	70"	7'	8'	12'	14'	18'				
4"								40"	50"	50"	5'	70"	7'	10'	12'	14'				
FILMSTRIPS																				
DISTANCE OF PROJECTOR FROM SCREEN																				
LENS FOCAL LENGTH	10'	15'	20'	25'	30'	35'	40'	45'	50'											
	SIZE SCREEN NEEDED																			
3"	40"	50"	70"	8'	9'	10'	12'	14'												
4"		40"	5'	70"	7'	8'	9'	10'	12'											
5'		40"	50"	5'	70"	7'	8'	9'	9'											
6"			40"	50"	5'	70"	7'	7'	8'											
TWO-BY-TWO-INCH SLIDES																				
DISTANCE OF PROJECTOR FROM SCREEN																				
LENS FOCAL LENGTH	10'	15'	20'	25'	30'	35'	40'	45'	50'											
	SIZE SCREEN NEEDED																			
4"	40"	5'	7'	9'	10'	12'	14'	16'	18'											
5"	40"	50"	70"	7'	8'	10'	12'	12'	14'											
6"		40"	5'	70"	7'	8'	9'	10'	12'											
7"		40"	50"	5'	70"	8'	8'	9'	10'											

**Figure 2-15.—Lens length, projector distance from the screen, and screen size.**

CT — Cassette tape

CTFS — Cassette tape for a filmstrip

OH — Overhead transparency

SL — Slide

VC — Videocassette tape

E — Equipment

**SETUPS AND DISPLAYS.**— There are several things that you as a RMF media center staff person can learn to help others use media materials and equipment more efficiently. You can learn how to help make setups or to make your own audiovisual. You can learn to set up practical displays. You can learn how to conduct preview sessions. You can acquire items that are not in your media center's collection just by knowing where and how you can obtain them by loan, purchase, or rental.

**Requirements.**— As an RMF media staff person, you should follow certain basic managerial procedures for

setting up and managing audiovisual equipment and systems. Some of your responsibilities will include setting up and pretesting systems, determining lighting requirements, controlling lighting, processing media center assets, controlling circulation of resources, coordinating the media inventory, and maintaining the equipment.

**Checklist.**— Another procedure you should use is to provide a checklist for persons wishing to use audiovisual equipment. Your checklist should be divided into two parts: Part 1 should pertain to the specific type of media; part 2 should pertain to the audience and facility.

**Previews.**— Remember, the use of audiovisual media must be preceded by preview and practice. Attention always must be given to the facilities and seating of the audience.

**Viewing Area.**— Figure 2-16 shows the best viewing area if the image exactly fills the width of the

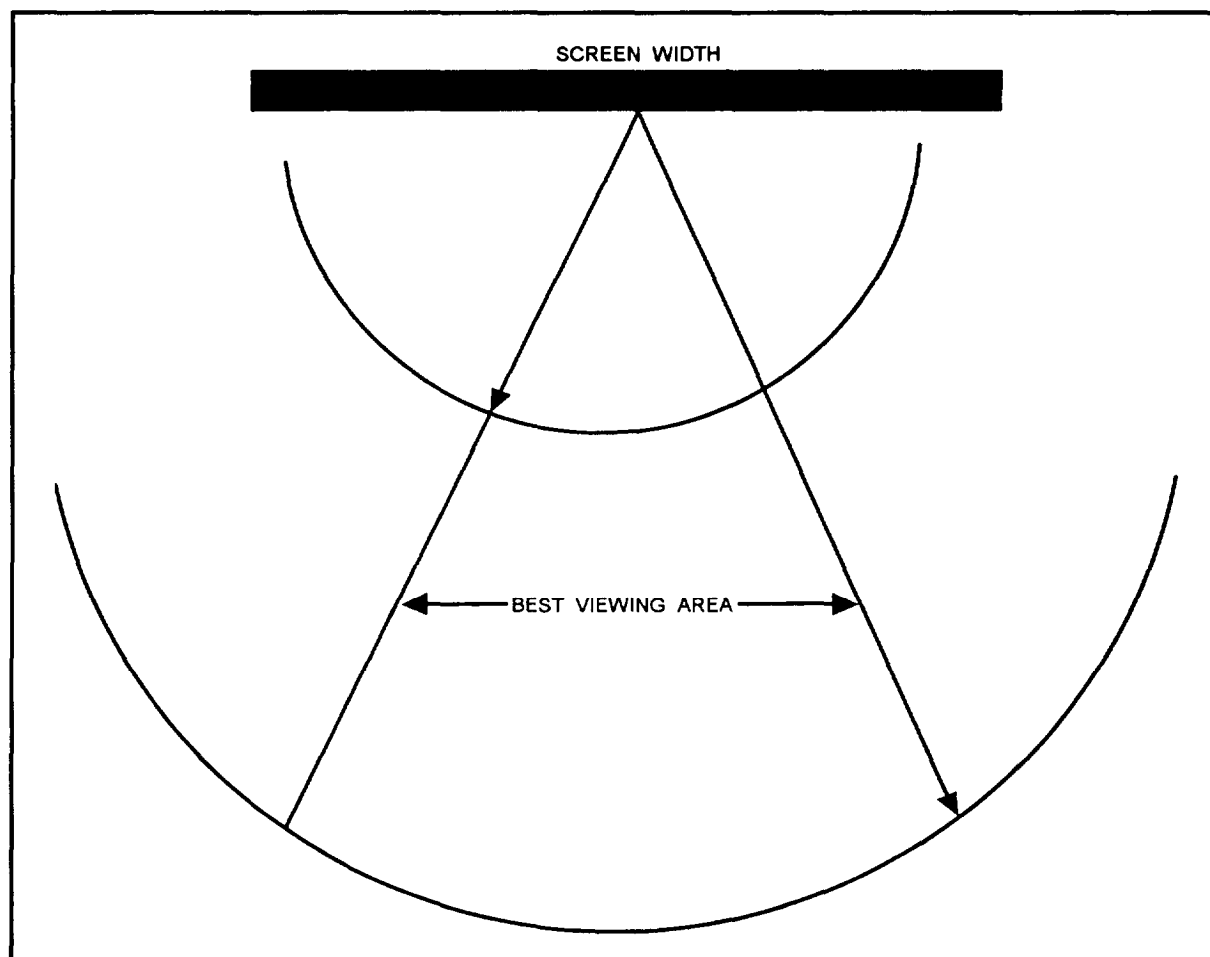


Figure 2-16.—Most favorable viewing area.



screen. Determine the screen size you should use by judging the distance from the screen to the most remote viewer. The placement of the screen will vary with the need to position other required items, such as a chalkboard or an easel. After you have determined a tentative position for the screen, project an image on the screen and check the view from different parts of the room to make sure everyone will be able to see clearly.

**Sound Level.**— In an audiovisual presentation, the sound level is just as critical as the visibility. A sound level that seems loud enough during a practice session may be entirely too low with a room full of people. To accommodate the acoustic effects resulting from the number of people in the viewing area, adjust the sound level at the beginning of the presentation.

**Special Techniques.**— Some special techniques you can use that may go unnoticed by the audience but will add to the effectiveness of the presentation are (1) providing a sharp focus of the projected image; (2) filling the screen with the image; (3) preventing abrupt light changes; (4) avoiding unpleasant sounds; and (5) fading the picture.

**Safety Concerns.**— Finally, as one of your most important concerns, pay attention to safety matters. Make certain you use and check for the following safety guidelines:

- Tape cords down with masking tape or cover them with a piece of carpet to prevent people from tripping.
- When people walk or sit near the electrical outlet, ask them not to jar the plug.
- Tie the extension cord to the table leg so that the equipment will not be pulled to the floor if the cord is kicked.
- Use three-wire adapters. Do not break the third wire prong from a cord.
- Do not use frayed or cracked cords.
- Make sure the cord is large enough to operate the equipment without heating up.
- When several pieces of equipment are involved, use a pigtail. The pigtail is better than stringing several extension cords together.
- Have a spare lamp available and practice changing it. Never handle a new lamp with your bare hands. The oil from your hands will cause the glass to heat unevenly and shorten the life of the lamp..
- Do not use unsturdy, makeshift tables to hold equipment.

In addition to the actual setup, your responsibilities for setting up will include looking at the total environment—heat, lights, and ventilation. Remember, your duties in support of an event will continue until the event is over and the people have left. If something should happen in the middle of a presentation or service, you must be alert to detect and correct the problem. This cannot be done if you are sitting in an office while problems are surfacing in the sanctuary or fellowship hall.

**PUBLICITY**

Publicity is an important tool of the CRP. Lack of publicity may prevent the CRP from meeting the needs of the command and the people for whom it exists, Navy and Marine Corps service members and their families.

**Goals**

Each CRP must develop its own publicity program, determine specific goals and objectives to be met, and work out the methods to reach these goals. Your responsibilities will require you to work closely with the local Navy or Marine Corps public affairs office (PAO) to spread religious program information and carry out your CRP's publicity goals.

First, you must work with the chaplains to determine what activities and events require publicity. An accurate idea of the nature, purpose, and goals of a particular RMF activity—whether religious or secular—will help you determine the type of publicity that should be used. Figure 2-17 outlines some religious, community, and family activities that may require publicity.

PUBLICITY CONSIDERATIONS
<ul style="list-style-type: none"> <li>• DIVINE SERVICES</li> <li>• ADMINISTRATION OF SACRAMENTS, RELIGIOUS ORDINANCES, AND RITES</li> <li>• WEDDINGS</li> <li>• FUNERALS AND MEMORIAL SERVICES</li> <li>• DEVOTIONAL ACTIVITIES</li> <li>• RELIGIOUS EDUCATION AND INSTRUCTION</li> <li>• CONFERENCES, SEMINARS, AND RETREATS</li> <li>• COMMUNITY, FAMILY, AND YOUTH ACTIVITIES</li> <li>• PEOPLE-TO-PEOPLE PROGRAMS SUCH AS NAVY HANDCLASP ACTIVITIES</li> <li>• PRESENTATION OF SPECIAL AUDIOVISUAL PROGRAMS</li> </ul>

**Figure 2-17.—Religious, community, and family activities to be considered in publicity programs.**

For each event or activity, you and the chaplains also must determine the target audience and provide the following information about the event:

- A description, including the advantages of attending
- The location
- The time
- The goal of the publicity
- The publicity media to be used
- When the publicity should be released
- When an evaluation of the publicity should occur

When completed, this information for each event should be presented to the PAO for review, comments, and suggestions.

### **Standard Navy News Release**

A Navy news release is an official Navy statement prepared in news story form. The release of CRP information is done by or with the assistance of the PAO. You are not expected to be a journalist, but you are expected to be able to prepare short news and publicity drafts that concern your RMF's activities and events.

Most PAOs use a printed heading for their news releases. The headlines are attractive and help media representatives identify the source of the news release more readily. In submitting a news release, remember you should keep it simple, brief, in good taste, and suitable for all types of readers. Remember, it is the news value of the material, not the package in which it comes, that is the important factor.

Figure 2-18 is a sample of a news release. Notice the heading in this release. Always include in your heading the name, address, ZIP Code, and telephone number of the originating command; the date you want the item released; and a release number, particularly if you release items on a regular basis.

The timing of a news release is as important as its content. Most releases are distributed for immediate release. Occasionally, however, you may want to use hold for release, in which case you would submit an authorized release date. News releases must be double-spaced, typed on one side only, and word-for-word accurate.

## **PRINTED MATERIALS AND PUBLICATIONS**

Your CRP will use printed materials to send out information concerning religious programs within the command. Your RMF can either procure this material or prepare it locally.

### **Types**

A few types of printed media that you can use to distribute information about the RMF's CRP to military persons and their families are presented in figure 2-19. The primary target group for each medium is also indicated. In the following paragraphs, let's take a look at some of these media.

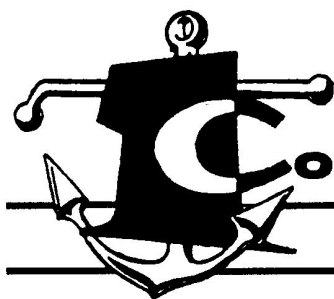
### **Worship Bulletins**

Bulletins are printed outlines of worship containing devotional and religious rites, funerals and memorials, seasonal observances, holy days, or announcements. Worship bulletins regularly provide assembled congregations with an order of worship. Worship bulletins fulfill a variety of purposes. In fact, worship bulletins are an appropriate medium for almost all types of religious events.

**SAMPLES.**— You can find samples of prepared bulletin covers in the most current edition of NAVSUP Pub 2002, Section II - Forms. You can order these samples by filling out a DD Form 1348. For Marine Corps activities, you can order sample bulletins through the unit/activity supply office. Worship bulletins appropriate for specific faith groups, or certain events, may be obtained through a variety of religious goods stores.

**FORMATS.**— A photoready copy of a standard worship bulletin is 8 1/2 inches—from top to bottom—by 11 inches—from side to side, or 8 1/2 inches by 14 inches. The form may be divided in half. In this case, one page of the bulletin will be on one half and the concluding portion will be on the other half. Another option is a three-column bulletin that can be trifolded. Figure 2-20 illustrates a typical bulletin for a Protestant service showing a variety of application options. Note the use of graphic lines, shadow, bold, and different font sizes.

**PRODUCTION.**— Using a word processing application program will allow you to use your imagination to produce clear, imaginative, innovative, and attractive bulletins. In addition to graphic lines,



★★★ NEWS RELEASE

## Commander First Fleet

Flagship: USS PROVIDENCE (CLG-6) Phone: 435-9465

FOR IMMEDIATE RELEASE

RELEASE #1 -  
January 12, 19xx

### SHORT HEADLINE HELPS EDITORS IDENTIFY STORY'S NEWS PEG

WITH THE FIRST FLEET, Jan. 12 — This is the recommended first-page format for Navy news releases. It is for immediate release under a dateline. The “heading” contains the office of origin, telephone number, the release number, and the date.

Other recommended styles of datelines are:

1. For release originating ashore:

SAN DIEGO, Calif., Jan. 12

2. For release originating at sea:

ABOARD USS JOHN F. KENNEDY AT SEA, Jan. 12

If there is more than one page of copy in a Navy news release, end each page, except the last, with the word “more.”

- more -

Figure 2-18A.—Sample news release format (first page).

## Navy News Release Format—2

Second and subsequent pages of the release should be “slugged” for identity and numbered as shown above.

Do not hyphenate words between lines, and do not break sentences or paragraphs between pages. Paragraphs are indented five spaces. Begin your first paragraph about one-half of the way down the first page.

The copy itself should be neatly typewritten, double-spaced in lines about 60 characters in length with a 1-inch or better margin all around. This allows the editor to edit or make notes right on the release.

When a number of copies of a release are necessary, use Mimeograph, Ditto, Multilith, or any other method of reproduction that produces copy quickly. Make sure each copy is legible and free of smudges. When a number of pages are involved, check to see that the pages are in order and that there are no blanks.

It should go without saying—do not clutter the newsperson’s desk with a news release unless you tell him or her something that is newsworthy.

Finish your story on the last page with “ - 30 - ”, “ - end - ”, or “ - USN - ” to indicate the end.

- end -

**Figure 2-18B.—Sample news release format (second and subsequent pages).**

MEDIA AVAILABLE	TARGET GROUP
WELCOME ABOARD PACKET	INCOMING PERSONNEL
PLAN-OF-THE-DAY, PLAN-OF-THE-WEEK (POD/POW)	ACTIVE DUTY MEMBER
INDOCTRINATION PROGRAM	INCOMING PERSONNEL
OMBUDSMAN AND SPOUSE SUPPORT CLUB NEWSLETTER	SPOUSE AND FAMILY
FAMILYGRAM	FAMILY
PRE- AND POSTDEPLOYMENT SEMINAR	ACTIVE DUTY MEMBER AND SPOUSE
ANNOUNCEMENTS AT QUARTERS	ACTIVE DUTY MEMBER
COMMAND OR UNIT STAFF MEETING	LINE MANAGER
GATE SIGN	PASSERSBY
BULLETIN BOARD	GENERAL NAVY POPULATION
MAGAZINES	SELECTED AUDIENCE
SHIP OR DEPLOYED UNIT VIDEOTAPES	DEPLOYED UNIT
RMF FAITH GROUP WORSHIP BULLETINS	FAITH GROUP CONGREGATION
BASE NEWSPAPER	MILITARY MEMBERS, FAMILY, AND CIVIL SERVANTS
CIVILIAN NEWSPAPER	GENERAL POPULATION
TV AND RADIO	GENERAL POPULATION
OPEN HOUSE AND EXHIBITS	GENERAL POPULATION
FLIERS	MILITARY MEMBERS, FAMILY, AND RETIRED PERSONS

**Figure 2-19.—Media available to the command religious program.**

shadow, bold, and different font sizing, using a software computer application system can give you the option of automatic centering, shading, boxed-in text, underlining, and graphics. You can set up your bulletins by using columns and tables, such as newspaper columns, parallel columns, landscape style, or portrait style, whichever style or technique works best for you.

Normally, the process is fairly simple. You just define the paper size and the orientation (landscape or portait), set the margins (usually 0.25 inch for top, bottom, and each side), set the text to right justify or flush right (for the order of services), and define the number of columns and the space needed between columns. You should now be ready to type your text.

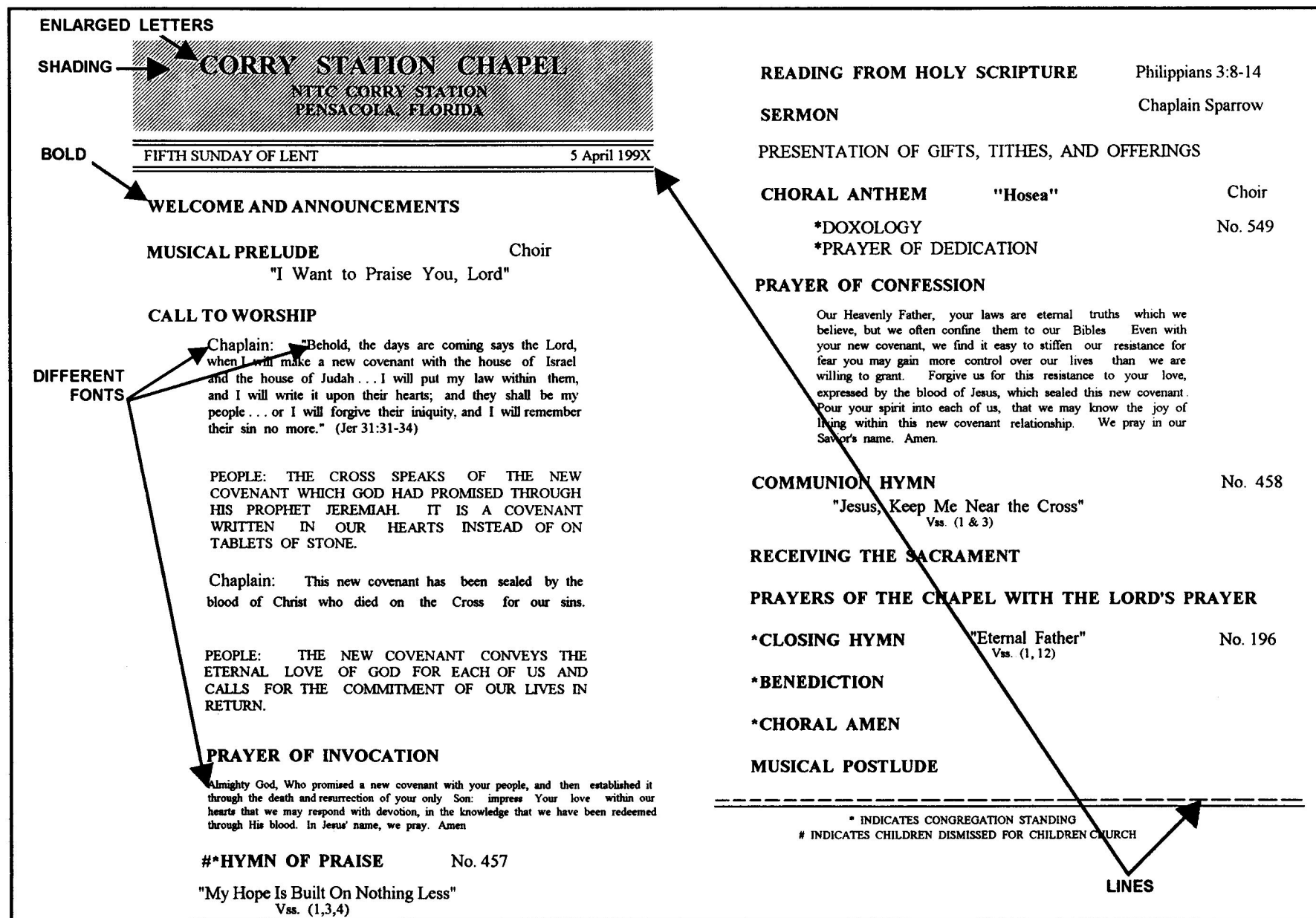


Figure 2-20.—Illustrated Protestant bulletin.

Figure 2-21 illustrates the preparation of a worship bulletin using a word processing program system. Needless to say, use of the computer eliminates guesswork. It is no longer necessary to spend hours blocking, figuring justification, figuring vertical or horizontal centering or complicated margin settings... the program will automatically do it for you.

## WORSHIP MODELS

In your duties and responsibilities for religious program support, you must be aware of your RMF's requirements in regard to worship models. A worship model is a representation of reality. Worship models are streamlined images of the worship system or systems used in your RMF. The model is defined by the chaplain, chaplains, or clergy, and detailed by the RP. The basic reason for building a worship model is to define structure, function, or scope.

The particular form of a worship model depends on the use it is to serve. The model maybe a photograph, a physical scale model, or a blueprint. Flowcharts and graphs are usually incorporated into models. A model is built for the simple reason that it is easier to study and manipulate than the system that it represents. A model is also a means of turning over information that is easily understood to new persons coming onboard.

When making models of the worship system, follow these basic styles:

- The whole problem approach in which your goal is to improve total efficiency
- The use of teams that will incorporate a variety of opinions
- The varying solution technique that is anything goes in the model as long as it leads to a better, more sophisticated one

Following these styles in developing your worship models will involve your use of certain phases such as (1) drafting the model; (2) constructing the model; (3) testing the model; (4) executing the model; (5) controlling the model and its solution; and (6) realizing the results. These phases make up a united whole, where each phase adjusts every other phase.

Worship models do not merely describe a fixed worship system but rather permit a determination of how one or more phases of the worship system may be changed to accomplish some well-defined objective better. The advantage of using the worship model rather than the system itself is obvious, particularly where

manipulation of the system is impossible or where manipulation is possible but excessively costly or risky.

## LITERATURE AND PERIODICALS

Religious publications can be in the form of published literature and periodicals as well as news items about the religious activities of military chaplains and other service members.

Religious publications are interested in news items concerning shipboard religious activities and the religious ministries provided by Navy chaplains to Navy Seabee and Marine Corps units in the field. You should try to provide the Office of the Chief of Chaplains with any pictures, news items, and articles pertaining to religious ministry in the sea services. The Office of the Chief of Chaplains serves as the Navy's liaison with American churches and the church press that have a continuing need for items of interest to the general public.

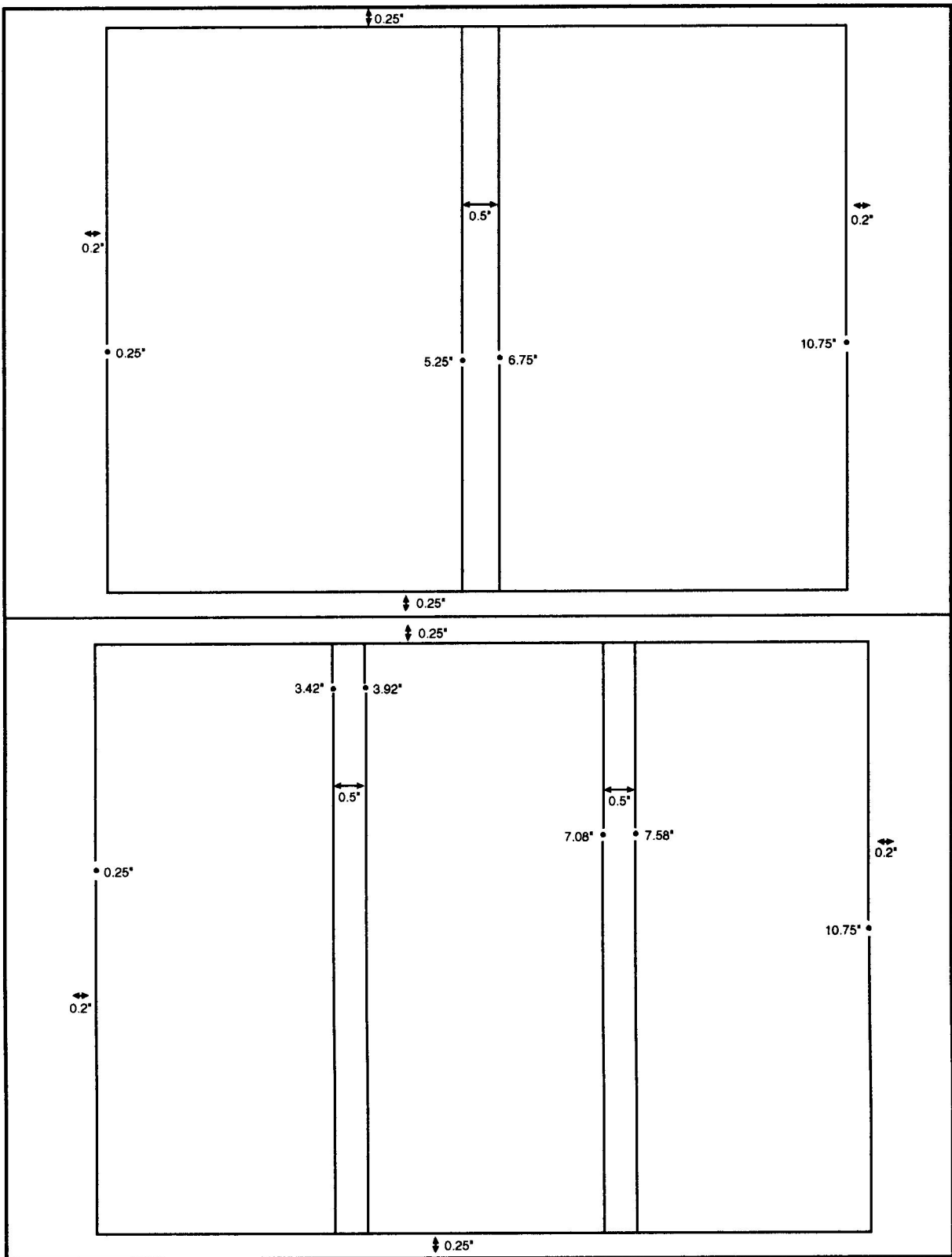
## RELIGIOUS TRACTS

The term *religious tracts* may be used to encompass a significant variety of devotional, inspirational, informative, or religious literature. Tracts are selected by Navy chaplains and are made available to the public through the use of literature racks and displays positioned in locations reaching a multiplicity of persons. The command chaplain approves and specifies the sources from which tracts for the CRP should be obtained.

## CHAPLAIN BACKING

As an RP, the role you will play will involve many values. One of the chief values a good RP must possess is fidelity. Fidelity is the quality of being loyal; that is, to back your chaplain's aspirations, goals, duties, and the person to the best of your capability.

It is important for you to remember that in backing your chaplain, you are limited to performing religious program tasks that do not require ordination or licensing. Even though you are required to support chaplains and persons of all faith groups, you will not be required to conduct worship services, act as a lay reader, administer sacraments and ordinances, or function as a pastoral counselor.



**Figure 2-21.—Preparation of a worship bulletin.**



## **CHAPLAIN DEFENSE**

The Navy chaplaincy exists to permit Navy and Marine Corps personnel to exercise their religion under all situations. As a tool of national strategy, Navy and Marine Corps personnel engage in military business, including combat and war. Ministry to Navy and Marine Corps personnel in wartime tests the nature of religious professionals to the utmost. The ministry of Navy chaplains that takes place with such regularity in peacetime takes on added meaning and severity during combat and in wartime.

An important element in the RP rating criteria includes the reality that you are a combat-ready assigned enlisted person and that you have committed yourself to support and defend Navy chaplains.

### **SUMMARY**

RPs and Navy chaplains are the center of every CRP. Together with other chapel staff and volunteers, RPs and chaplains can cause the ideal ministry to happen, whether it is a ministry of worship, pastoral care and

counseling, fellowship, outreach, special events and programs, or simply general support. It is by working together with a shared team spirit, along with a clear and complete disclosure, that RPs and chaplains can influence the command, serve Navy and Marine Corps personnel and their dependents, and touch lives.

For religious program support functions to be truly practical and purposeful, you must keep in mind that they do not merely happen. Useful ministry results when RPs produce programs that are researched, analyzed, diagramed, planned, evaluated, and well-defined. You must view religious program support in terms of managerial concepts. This means you must weigh each area separately; establish policy; deal with research and development; and deal with the management of materials, marketing, finances, and human resources. You must also bring together religious program support and management information systems concepts to make programs more cost-efficient, less time-consuming and, therefore, less problematic. The information provided in this chapter should help you to become aware of and attain these goals.